

JEWELRY

## David Yurman taps Henry Golding, Scarlett Johansson for emotive films

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Henry Golding for David Yurman. Image courtesy of David Yurman

By SARAH RAMIREZ

U.S. jeweler David Yurman is encouraging authentic connections in its first ambassador-led campaign.

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Actors Henry Golding and Scarlett Johansson share the spotlight with David Yurman's hometown of New York in the "Come Closer" campaign. The effort spans editorial images and two short films, with Manhattan as a costar.

"Both of these videos are great positive statements about the David Yurman brand, the future of luxury and the emblematic position of New York leading us out of the pandemic," said Marty Hurwitz, CEO of [MVI Marketing](#), Austin.

Mr. Hurwitz is not affiliated with David Yurman, but agreed to comment as an industry expert. [David Yurman](#) was reached for comment.

### City of stars

Mr. Golding and Ms. Johansson appear separately in a short film and series of 10 images. They were both photographed by New York-based Lachlan Bailey, while Mr. Golding was styled by George Cortina and Ms. Johansson was styled by Anastasia Barbieri.

Mr. Bailey's distinct sun-drenched style injects the vignettes with warmth while complementing the gold David Yurman jewelry worn by the actors.

### *The new campaign offers an intimate and stylish look at New York*

The two spots follow a similar formula, even both opening at The Carlyle, A Rosewood Hotel. There are also romantic moments against luxurious backdrops.

"After years of separation for many much longer than any of us could have anticipated we are all craving connection," said Evan Yurman, president at David Yurman, in a statement. "Come Closer" is a call to all of us to delight in the everyday, where simple moments with family and friends are unexpected and beautiful."

Mr. Golding's vignette begins with the actor overlooking Central Park from the iconic hotel.

A montage ensues, juxtaposing scenes of Mr. Golding in his hotel suite reading scripts and the movie star embracing his partner outside of The Carlyle. In another scene, he appears in a suave tuxedo at New York's Casa Cipriani, a private club and hotel, ordering a drink at the bar.

Shot at The Carlyle and its famous Bemelmans Bar, Ms. Johansson's vignette makes another blatant reference to New York. In the film, the actress hums and sings a stripped-down version of Frank Sinatra's "New York, New York."

Like Mr. Golding, Ms. Johansson is shown in both glamorous and casual looks, highlighting the versatility of David Yurman pieces. Both also have suitors whose faces remain obstructed, hinting at romantic connections but keeping the focus on the ambassadors' first-hand experiences.

[View this post on Instagram](#)

A post shared by David Yurman (@davidyurman)

### *Scarlett Johansson for David Yurman*

"Many components interplay to make this an extremely effective campaign," Mr. Hurwitz said. "Henry Golding really puts a fine point on the David Yurman men's collection at a time when men's jewelry is experiencing a renaissance with a younger audience.

"Scarlett Johansson, currently in a meteoric rise of her star power, extends the Yurman winning streak with self-purchasing females to a new level," he said. "Her singing voice is hauntingly and subtly beautiful, a poignant final note to the video."

### Hometown efforts

David Yurman often looks to its home of New York for inspiration in its designs.

The jeweler's fall 2020 campaign was inspired by stained-glass specialist Brian Clarke's work, bring a collage of color and light by setting David Yurman jewelry against the artist's works. Both David Yurman and Mr. Clarke work on the transformation of light as it passes through translucent materials such as glass and gemstones ([see story](#)).

More recently, the brand honored the city with a new limited-edition collection and philanthropic effort. In partnership with the Empire State Building, the new Empire Collection from David Yurman celebrates the iconic skyscraper's 90th anniversary ([see story](#)).

While New York plays a prominent role in the "Come Closer" campaign, it further differentiates itself from previous brand efforts by leveraging the star power of its ambassadors, in a first for David Yurman.

"Henry Golding and Scarlett Johansson are at once modern and classic ambassadors," Mr. Hurwitz said. "Very well

suiting to the David Yurman brand with its positioning as an original jewelry innovator and now powerful high-end jewelry stylist with years of staying power."

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